

## Claims:

1. A tape application jig for applying a pressure sensitive adhesive tape to an adherend having bent portions and/or curved portions, comprising:

5 a tape application head for applying said pressure sensitive adhesive tape under pressure to a tape applying surface portion of said adherend;

a jig guide which is disposed on the surface of said adherend opposite to said tape application head for guiding said tape application jig along the surface of said adherend; and

10 a tape holding member composed of a pair of members facing each other in vertical direction, thereby forming a tape guiding space;

wherein said jig guide further comprises a guide pin capable of abutting during movement against the surface of the adherend opposite to the tape applying surface portion of said adherend.

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2. A tape application jig according to claim 1, wherein said jig is capable of being slid continuously on the tape applying surface portion of the adherend irrespective of shape of the adherend and without removing and re-attaching the tape application jig.

20 3. A tape application jig according to claim 1 or 2, wherein said tape holding member consists of a plate member having a rectangular cross section and an opposing plate member having an angle cross section.

25 4. A tape application jig according to any one of claims 1 to 3, wherein said tape application head comprises at least one cylindrical member.

5. A tape application jig according to claim 4, wherein said cylindrical member has a surface layer having the function of a slide promoting layer or a buffer layer for the pressure sensitive adhesive tape.

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6. A tape application jig according to any one of claims 1 to 5, wherein said jig guide comprises a plate member having a rectangular cross section.

7. A tape application jig according to any one of claims 1 to 5, wherein said jig guide comprises at least one roller.

5 8. A tape application jig according to any one of claims 1 to 7, wherein said tape holding member further comprises a paper processing member for removing and clearing release paper of the pressure sensitive adhesive tape.